

Rep Order# 6852140

Ver# 1

Status New

Traffic Order#

Printed: 09/13/2012 11:24 AM

1 of 7

EC'd Yes

Last Received: 09/13/2012 9:50 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () OBAMA FOR AMERICA

Product BARACK OBAMA

Estimate#

Buyer MAURA GILROY

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 09/18/2012 - 09/24/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---												
CLIENT: OBAMA FOR AMERICA SC=*												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$150.00	09/18-09/21	6	1	6	\$900.00	-----
	2	M	9A-10A		Buyline Comment: TODAY SHOW 2	:30	\$150.00	09/24-09/24	2	1	2	\$300.00
	3	TU-F	10A-11A	Buyline Comment: TODAY SHOW 3		:30	\$125.00	09/18-09/21	6	1	6	\$750.00
	4	M	10A-11A		Buyline Comment: TODAY SHOW 3	:30	\$125.00	09/24-09/24	2	1	2	\$250.00
	5	TU-F	11A-12P	Buyline Comment: HAMPTON ROADS SHOW		:30	\$50.00	09/18-09/21	6	1	6	\$300.00
	6	M	11A-12P		Buyline Comment: HAMPTON ROADS SHOW	:30	\$50.00	09/24-09/24	2	1	2	\$100.00
	7	TU-F	12P-1P	Buyline Comment: NEWS AT NOON		:30	\$75.00	09/18-09/21	6	1	6	\$450.00
	8	M	12P-1P		Buyline Comment: NEWS AT NOON	:30	\$75.00	09/24-09/24	2	1	2	\$150.00
	9	TU-F	1P-2P	Buyline Comment: DAYS OF OUR LIVES		:30	\$125.00	09/18-09/21	6	1	6	\$750.00
	10	M	1P-2P		Buyline Comment: DAYS OF OUR LIVES	:30	\$150.00	09/24-09/24	2	1	2	\$300.00

Rep Order# 6852140 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/13/2012 11:24 AM 2 of 7
Last Received: 09/13/2012 9:50 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate#
Buyer MAURA GILROY
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	TU-F	2P-3P	THE DOCTORS Buyline Comment: THE DOCTORS	:30	\$50.00	09/18-09/21	6	1	6	\$300.00	
	12	M	2P-3P	THE DOCTORS Buyline Comment: THE DOCTORS	:30	\$50.00	09/24-09/24	2	1	2	\$100.00	
	13	TU-F	3P-4P	MAURY POVICH Buyline Comment: MAURY POVICH	:30	\$125.00	09/18-09/21	6	1	6	\$750.00	
	14	M	3P-4P	MAURY POVICH Buyline Comment: MAURY POVICH	:30	\$125.00	09/24-09/24	2	1	2	\$250.00	
	15	TU-F	4P-5P	ANDERSON COOPER Buyline Comment: ANDERSON COOPER	:30	\$125.00	09/18-09/21	6	1	6	\$750.00	
	16	M	4P-5P	ANDERSON COOPER Buyline Comment: ANDERSON COOPER	:30	\$125.00	09/24-09/24	2	1	2	\$250.00	
	17	TU-F	5A-6A	EARLY AM NEWS Buyline Comment: EARLY AM NEWS	:30	\$300.00	09/18-09/21	6	1	6	\$1,800.00	
	18	M	5A-6A	EARLY AM NEWS Buyline Comment: EARLY AM NEWS	:30	\$300.00	09/24-09/24	2	1	2	\$600.00	
	19	TU-F	6A-7A	AM NEWS Buyline Comment: AM NEWS	:30	\$700.00	09/18-09/21	6	1	6	\$4,200.00	
	20	M	6A-7A	AM NEWS Buyline Comment: AM NEWS	:30	\$700.00	09/24-09/24	2	1	2	\$1,400.00	
	21	TU-F	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:30	\$700.00	09/18-09/21	8	1	8	\$5,600.00	

Rep Order# 6852140 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/13/2012 11:24 AM 5 of 7
Last Received: 09/13/2012 9:50 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate#
Buyer MAURA GILROY
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	44	TU-F	11P-1135P	Buyline Comment: LATE NEWS	:30	\$500.00	09/18-09/21	4	1	4	\$2,000.00	
	45	M	11P-1135P	Buyline Comment: LATE NEWS	:30	\$500.00	09/24-09/24	1	1	1	\$500.00	
	46	SA	11P-1130P	Buyline Comment: LATE NEWS SATURDAY	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	47	TU-F	7P-730P	Buyline Comment: ENT. TONIGHT	:30	\$600.00	09/18-09/21	4	1	4	\$2,400.00	
	48	M	7P-730P	Buyline Comment: ENT. TONIGHT	:30	\$600.00	09/24-09/24	1	1	1	\$600.00	
	49	TU-F	730P-8P	Buyline Comment: ACCESS HOLLYWOOD	:30	\$600.00	09/18-09/21	4	1	4	\$2,400.00	
	50	M	730P-8P	Buyline Comment: ACCESS HOLLYWOOD	:30	\$600.00	09/24-09/24	1	1	1	\$600.00	
	51	M	8P-10P	Buyline Comment: THE VOICE	:30	\$1,400.00	09/24-09/24	2	1	2	\$2,800.00	
	52	F	8P-9P	Buyline Comment: ALMA AWARDS	:30	\$400.00	09/21-09/21	2	1	2	\$800.00	
	53	F	9P-10P	Buyline Comment: GRIMM	:30	\$1,000.00	09/21-09/21	1	1	1	\$1,000.00	
	54	TU-F	1235A-135A	Buyline Comment: JIMMY FALLON	:30	\$60.00	09/18-09/21	4	1	4	\$240.00	

EC'd Yes Last Received: 09/13/2012 9:50 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm () PHILADELPHIA
Advertiser () OBAMA FOR AMERICA 3050 K ST NW Sales Office ()
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# Agency C/P1/P2/E Flight Dates 09/18/2012 - 09/24/2012 Salesperson Phone# 215-567-6005
Buyer MAURA GILROY Hiatus Weeks Salesperson FAX# 215-567-5938
Phone#
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	55	M	1235A-135A		:30	\$60.00	09/24-09/24	1	1	1	\$60.00	
	Buyline Comment: JIMMY FALLON											
	56	SU	815P-1130P		:30	\$2,500.00	09/23-09/23	2	1	2	\$5,000.00	
	Buyline Comment: SUNDAY NIGHT FOOTBALL											
	57	SU	7P-815P		:30	\$700.00	09/23-09/23	1	1	1	\$700.00	
	Buyline Comment: FOOTBALL NIGHT IN AMERICA											
	58	TU	8P-9P		:30	\$1,200.00	09/18-09/18	2	1	2	\$2,400.00	
	Buyline Comment: THE VOICE											
	59	TU	9P-10P		:30	\$1,200.00	09/18-09/18	1	1	1	\$1,200.00	
	Buyline Comment: GO ON/THE NEW NORMAL											
	60	W	8P-9P		:30	\$1,000.00	09/19-09/19	1	1	1	\$1,000.00	
	Buyline Comment: THE VOICE											
	61	SU	1A-2A		:30	\$10.00	09/23-09/23	1	1	1	\$10.00	
	Buyline Comment: LEVERAGE											
	62	TU-F	135A-205A		:30	\$25.00	09/18-09/21	1	1	1	\$25.00	
	Buyline Comment: CARSON DALY											

---REPORT TOTALS---
Report Totals: 166 / \$59,205.00

---SALES MONTHLY TOTALS---

Last Received: 09/13/2012 9:50 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate#
Buyer MAURA GILROY
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Sales Totals: 166 / \$59,205.00
Station Totals: 166 / \$59,205.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$185,016	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 14%
		WTVZ 7%	WVBT 23%	WVEC 21%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE